

ORDER



Orders
Order / Rev: 203100
Alt Order #: 06847498
Product Desc: 9/25-10/8 D.S.C.C. IE
Estimate: 1539
Flight Dates: 09/25/12 - 10/08/12
Original Date / Rev: 09/04/12 / 09/04/12
Order Type: REG

WVBT
Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 3050 K Street Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/DSCC IE
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN3307/TO232

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$11,000.00	\$9,350.00
10/01/12	10/08/12	20	\$26,175.00	\$22,248.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$11,000.00	\$9,350.00	0.00
October 2012	20	\$26,175.00	\$22,248.75	0.00
Totals	33	\$37,175.00	\$31,598.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	12%	\$37,175.00
Market	100%	\$309,791.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	42%	\$130,112.50
WGNT	5%	\$15,489.58
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$68,154.17
WTVZ	2%	\$6,195.83
WVEC	17%	\$52,664.58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/25/12	09/28/12	M-F 3-4p Steve Wilkos	CM	3-4p	- TWTF - -	:30	2	\$175.00	P1	0.00	NM	2	\$350.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -			2		\$175.00		0.00				
E 2	WVBT	09/25/12	09/28/12		CM	4-5p	- TWTF - -	:30	3	\$250.00	P1	0.00	NM	3	\$750.00

